

ORDER



Orders
Order / Rev: 706543
Alt Order #: 06277646
Product Desc: PRIORITIES USA ACT
Estimate: 1565
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G St SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	57	\$85,650.00	\$72,802.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$85,650.00	\$72,802.50	0.00
Totals	57	\$85,650.00	\$72,802.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/19/12	10/19/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$3,000.00		0.00						
2	WKYC	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00						
3	WKYC	10/19/12	10/19/12	M-F 10-11a M-F 10-11a	CM	10a-11a	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$800.00		0.00						
4	WKYC	10/19/12	10/19/12	M-F 2-3p Rachel Ray	CM	2-3p	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$450.00		0.00						
5	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$800.00		0.00						

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Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1565

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/19/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,400.00		0.00						
7	WKYC	10/19/12	10/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,800.00		0.00						
8	WKYC	10/19/12	10/19/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$4,000.00		0.00						
9	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,800.00		0.00						
10	WKYC	10/19/12	10/19/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$800.00		0.00						
11	WKYC	10/22/12	10/22/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00						
12	WKYC	10/22/12	10/22/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
GOOD COMPNY TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$450.00		0.00						
13	WKYC	10/22/12	10/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$3,000.00		0.00						
14	WKYC	10/22/12	10/22/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,200.00		0.00						
15	WKYC	10/22/12	10/22/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$650.00		0.00						
16	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$850.00		0.00						
17	WKYC	10/22/12	10/22/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,500.00		0.00						
18	WKYC	10/22/12	10/22/12		CM	6a-7a	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7a Channel 3 News Today @ 6AM															
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
19	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
20	WKYC	10/22/12	10/22/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
21	WKYC	10/22/12	10/22/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00						
22	WKYC	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
SAT NITE LIVE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$2,500.00		0.00						
23	WKYC	10/20/12	10/20/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$2,500.00		0.00						
24	WKYC	10/20/12	10/20/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----S-	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$4,000.00		0.00						
25	WKYC	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,800.00		0.00						
26	WKYC	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,800.00		0.00						
27	WKYC	10/18/12	10/18/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	---T---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
GOOD COMPNY TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$450.00		0.00						
28	WKYC	10/18/12	10/18/12	M-F 10-11a M-F 10-11a	CM	10a-11a	---T---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$800.00		0.00						
29	WKYC	10/18/12	10/18/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$650.00		0.00						
30	WKYC	10/18/12	10/18/12		CM	4a-430a	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Early Today Early Today (4:00 AM-4:30 AM)															
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$100.00		0.00			
31	WKYC	10/18/12	10/18/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$850.00		0.00			
32	WKYC	10/18/12	10/18/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$2,500.00		0.00			
33	WKYC	10/18/12	10/18/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,800.00		0.00			
34	WKYC	10/18/12	10/18/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$2,500.00		0.00			
35	WKYC	10/18/12	10/18/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,800.00		0.00			
36	WKYC	10/16/12	10/16/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,200.00		0.00			
37	WKYC	10/16/12	10/16/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	-T-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$450.00		0.00			
38	WKYC	10/16/12	10/16/12	Early Today Early Today	CM	4a-430a (4:00 AM-4:30 AM)	-T-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$100.00		0.00			
39	WKYC	10/16/12	10/16/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$850.00		0.00			
40	WKYC	10/16/12	10/16/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,400.00		0.00			
41	WKYC	10/16/12	10/16/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$2,500.00		0.00			
42	WKYC	10/16/12	10/16/12		CM	6a-7a	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00

Order / Rev: 706543
 Alt Order #: 06277646
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1565

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7a Channel 3 News Today @ 6AM															
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-T-----	1		\$1,800.00		0.00						
43	WKYC	10/16/12	10/16/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-T-----	1		\$1,800.00		0.00						
44	WKYC	10/16/12	10/16/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-T-----	1		\$1,800.00		0.00						
45	WKYC	10/16/12	10/16/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-T-----	1		\$800.00		0.00						
46	WKYC	10/17/12	10/17/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$3,000.00		0.00						
47	WKYC	10/17/12	10/17/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$1,200.00		0.00						
48	WKYC	10/17/12	10/17/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$800.00		0.00						
49	WKYC	10/17/12	10/17/12	M-F 2-3p Rachel Ray	CM	2-3p	--W----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$450.00		0.00						
50	WKYC	10/17/12	10/17/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$800.00		0.00						
51	WKYC	10/17/12	10/17/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$850.00		0.00						
52	WKYC	10/17/12	10/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$1,400.00		0.00						
53	WKYC	10/17/12	10/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$1,800.00		0.00						
54	WKYC	10/17/12	10/17/12		CM	7-730p	--W----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00

Order / Rev: 706543
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Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1565

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-730p											
				Channel 3 News at 7P											
				CH 3 NWS AT 7<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$2,500.00		0.00				
55	WKYC	10/17/12	10/17/12	M-F 7-9a Today	CM	7a-9a	--W----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$1,800.00		0.00				
56	WKYC	10/17/12	10/17/12	M-F 730-8p	CM	730-8p	--W----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				Entertainment Tonight											
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$1,800.00		0.00				
57	WKYC	10/17/12	10/17/12	M-F 9-10a Today II	CM	9a-10a	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Today Show II											
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$800.00		0.00				
													Totals	57	\$85,650.00